

AMENDMENTS TO THE CLAIMS

1. **(Currently Amended)** A program recommendation apparatus comprising:
 - a program information storage unit ~~operable~~configured to store therein program information of television programs;
 - a category dictionary containing words included in the program information as keywords, where each of the keywords is stored in association with contribution factors assigned ~~with~~ respect to ~~respective categories respectively~~, the television programs being classified into the categories;
 - an evaluation value calculation unit ~~operable~~configured to, for each of the television programs, a) search program information of the television program for the keywords contained in the said category dictionary, b) for any found keywords, obtain category summations of contribution factors of the found keywords for each of the categories, and c) calculate category evaluation values of the television program according to the category summations of the contribution factors;
 - a user-preference-factor storage unit ~~operable~~configured to store therein user preference factors, each user preference factor indicating a user's preference toward a corresponding category and being shown in numerical form corresponding to the category evaluation values; and
 - a recommending unit ~~operable~~configured to calculate, using a predetermined equation, a recommendation factor that is ~~recommend one or more programs to the user according to a~~ degree of similarity between the category evaluation values of the television programs and the user preference factors, and recommend one or more television programs to the user according to the calculated recommendation factorfactors.
2. **(Currently Amended)** The program recommendation apparatus of Claim 1, further comprising:
 - a history storing unit ~~operable~~configured to store therein a history of television programs the user has watched or recorded in the past;
 - a category evaluation value storage unit ~~operable~~configured to store therein the

category evaluation values of the television programs calculated by the-said evaluation value calculation unit; and

a user-preference-factor analysis unit ~~operable~~configured to, for the television programs included in the history, a) obtain corresponding category evaluation values from the-said category evaluation value storage unit, b) obtain category summations of the corresponding category evaluation values, c) set the user preference factors as the category summations of the corresponding category evaluation values respectively, in relation to a summation of the corresponding category evaluation values across the categories, and d) store the user preference factors to the in said user-preference-factor storage unit.

3. **(Currently Amended)** The program recommendation apparatus of Claim 2, wherein the-said recommending unit comprises:

a recommendation factor calculation subunit ~~operable~~configured to calculate a the recommendation factor for a corresponding one of the television programs, by a) calculating, with respect to each of the categories, a difference of a corresponding category evaluation value and a corresponding user preference factor, b) summing thus the calculated differences across the categories, c) subtracting the summation of the differences from the a total number of the categories, and d) setting a value obtained by the subtraction as the recommendation factor; and

a recommended program determining subunit ~~operable~~configured to determine, as the recommended programs, television programs having high recommendation factors calculated in the-said recommendation factor calculation subunit.

4. **(Currently Amended)** The program recommendation apparatus of Claim 2, further comprising:

a storage unit ~~operable~~configured to store identification information for visually identifying a corresponding category;

a categorizing unit ~~operable~~configured to categorize each television program in the-said program information storage unit into a category with respect to which the television program has the highest category evaluation value; and

a program-table display control unit ~~operable~~configured to display a program table, in which each television program represents a category to which the television program is categorized, using the identification information stored in ~~the~~said storage unit.

5. **(Currently Amended)** The program recommendation apparatus of Claim 4, further comprising:

a program specification reception unit ~~operable~~configured to receive specification of a television program from the displayed program table, wherein

~~the~~said program-table display control unit displays a recommendation factor of the specified television program together with the program table.

6. **(Currently Amended)** The program recommendation apparatus of Claim 2, further comprising:

a user-preference-factor display control unit ~~operable~~configured to perform control so that each of the user preference factors stored in ~~the~~said user-preference-factor storage unit is displayed to represent a corresponding category in a visually distinguishable manner from the other categories;

a modification instruction reception unit ~~operable~~configured to receive, from the user, an instruction to modify a user preference factor of a category currently on display; and

a modification unit ~~operable~~configured to modify contents stored in ~~the~~said user-preference-factor storage unit, in accordance with the received instruction.

7. **(Currently Amended)** The program recommendation apparatus of Claim 2, further comprising:

a keyword adding unit ~~operable~~configured, when the summation of the category evaluation values for all the categories is 0 for a television program included in the history stored in ~~the~~said history storage unit, to perform keyword addition by extracting words from the television program's program information;

a categorizing unit ~~operable~~configured to categorize each television program, which is

broadcast during a predetermined period, into a category with respect to which of the television program has the highest category evaluation value; and

a contribution factor assigning unit operableconfigured to assign, for each keyword added by the said keyword adding unit, contribution factors for categories respectively, where a contribution factor for a category is calculated as a value having: as a denominator, the number of times the added keyword appears in program information of all the television programs during the predetermined period; and as a numerator, the number of times the added keyword appears in program information of television programs of the category.

8. **(Currently Amended)** A program recommendation method used in a program recommendation apparatus that has a category dictionary containing words included in program information of television programs as keywords, where each of the keywords is stored in association with contribution factors assigned with respect to respective categories respectively, the television programs being classified into the categories, the program recommendation method comprising:

a program information recording step of recording the program information of the television programs;

an evaluation value calculation step of, for each of the television programs, a) searching program information of the television program for the keywords contained in the category dictionary, b) for any found keywords, obtaining category summations of contribution factors of the found keywords for each of the categories, and c) calculating category evaluation values of the television program according to the category summations of the contribution factors;

a user-preference-factor recording step of recording user preference factors, each user preference factor indicating a user's preference toward a corresponding category and being shown in numerical form corresponding to the category evaluation values; and

a recommending step of calculating, using a predetermined equation, a recommendation factor that is recommending one or more programs to the user according to a degree of similarity between the category evaluation values of the programs and the user preference factors, and recommending one or more television programs to the user according to the calculated

recommendation factor factors.

9. (Currently Amended) A program stored on a computer-readable storage medium for making a program recommendation apparatus that has a category dictionary containing words included in program information of television programs as keywords, where each of the keywords is stored in association with contribution factors assigned with respect to respective categories respectively, the television programs being classified into the categories, to perform the steps comprising:

a program information recording step of recording the program information of the television programs;

an evaluation value calculation step of, for each of the television programs, a) searching program information of the television program for the keywords contained in the category dictionary, b) for any found keywords, obtaining category summations of contribution factors of the found keywords for each of the categories, and c) calculating category evaluation values of the television program according to the category summations of the contribution factors;

a user-preference-factor recording step of recording user preference factors, each user preference factor indicating a user's preference toward a corresponding category and being shown in numerical form corresponding to the category evaluation values; and

a recommending step of calculating, using a predetermined equation, a recommendation factor that is recommending one or more programs to the user according to a degree of similarity between the category evaluation values of the television programs and the user preference factors, and recommending one or more television programs to the user according to the calculated recommendation factor factors.